

BICC GENERAL MEETING

AUGUST 1970 MINUTES

Report of the meeting of the Business & Industrial Coordinating Council held on Monday, August 3, 1970 - Vail Hall, N.J. Bell Telephone Co., 540 Broad Street, Newark, New Jersey.

PRESENT:

Roland E. Stewart, Exec. Director
Marshall Wolff, Co-Chairman
David B. Ruff
Ronald Wilburn
George Wilbecan
John Burton
Jerome Wilson
Roslyn Rosenthal
Gail Kendrick
Yun C. Kwak
Rick Pfeffer
Richard Proctor
Neal Clemens
Mae B. Cooke
John Maguire
J.W. Helmsaetter
Robert T. Neff
M.B. Wilcox
Fred J. Frericks
Toni O'Flaherty
Julius Foster
Royce T. Boone
Hank Boardman
Stanley Osowski
Martin L. Erwin
E.M. Coppola
Fred Means
Marion Kidd
Nancy Standley
Linda Turner
Isaac Ephraim

BICC
National Newark & Essex Bank
Better Business Bureau - Newark
Urban League of Essex County
Prudential Insurance Co.
Urban League of Essex County
YM-YWCA
N.J. State Employment Service
Newark Manpower Training Skills Center
Jewish Vocational Service
Urban Education Corps
BICC
N.J. State Employment Service
National Council of Negro Women
Public Service Gas & Electric Co.
N.J. Bell Telephone Co.
United States Savings Bank
Westinghouse
Fireman's Fund American Insurance Co.
Essex County Welfare Board
Western Electric - Newark
Goldsmith Avenue Block Committee
Western Electric - Kearny
Greater Newark Chamber of Commerce
Newark Skills Center
RCA
Supervisor Rutgers Intern
Welfare Rights Organization
Rutgers Graduate School of Education
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Co-Chairman Marshall Wolf presided with self-introduction of all present. Mr Wolf called for reports from the following:

EDUCATION COMMITTEE - Mr. Henry Boardman reported on the Externship comprised of 17 educators from Barringer and the and the feeder schools and the broadening of the Industrial Arts Curriculum based upon its past successes.

EMPLOYMENT COMMITTEE- Mr. John Burton indicated his committee's intent to secure Equal Opportunity reports from BICC companies.

SEED - Mr. Pinckney summarized SEED's current attempts to enrich its scope of training programs while improving degree of success through more intensive screening. Miss Gail Kendrick commented favorably on her work experiences as a result of the SEED exposure. New programs were requested to be suggested to Mr. Pinckney at 622-3750.

DIRECTORS REPORT - Mr. Stewart spoke about his impressions of the meeting held with the Building Trades. Somewhat vehement about what he termed obstructionist tactics and still being asked what do you people want, Mr. Stewart hoped for future fruitful discussions.

PUBLIC RELATIONS - Mr. Wolf reported for Messrs. Greenberg and Iglesias, reference greater BICC involvement in and for the Spanish speaking community.

TESTING COMMITTEE - Mr. Proctor offered that the Testing Committee should be a consultant to the Employment Committee and used when testing is a problem in hiring non-white. The members of the Testing Committee should be used by the Employment Committee to gather data on BICC companies hiring results and to plan how more non-whites can be employed

MEMBERSHIP & CONSULTATION - Mr. Wolf indicated on behalf of Messrs. Wilson and Moore that we should re-examine the role of consultation in the eyes of civil rights groups. Does it mean to intercede for them where companies are not hiring blacks or Spanish speaking people or is that no longer a needed function. Perhaps a better role should be that of advising companies on upgrading minorities. In this role we might send letters to member companies with an attached "self test" on Affirmative Action (as an example use a modified New Jersey Bell Equal Employment Opportunity Check List). We should encourage returns from the member companies.

COMPUTER - Mr. Stewart answered questions about the computer match from the floor, as to its application and reliability. Some points: (1) The computer match is not a cure all but a highly effective counselling tool. (2) No other agency can furnish a vocational analyses showing a posture toward being successful in specific training areas or a concrete job situation. (3) The computer match jells hundreds of pieces of behavior into a vocational projection for the unsophisticated who have no conscious idea of vocational goals or objectives.

Mr. Wolf then introduced Mr. David B. Ruff, Director of the Better Business Bureau who showed a film complete with popcorn about the bureau's functions. Some highlights of Mr. Ruff's discussion were:

1. The basic objectives are to persuade and assist the business community to practice self-regulation in controlling misrepresentation and deceptive advertising in selling. To build and maintain public confidence in the willingness and ability of business, to eliminate abuses and thus create a climate of public opinion favorable to economic growth and vitality. To safeguard the community's buying power by providing information and education services that will keep the dollars falling into legitimate business channels and keep them out of the illegitimate ones. And to create an environment of public confidence in which companies can operate. The Better Business Bureau is dedicated to the principle of business self-regulation, as the most effective method of correcting abuses. A fact-finding and fact dispensing organization, the Bureau maintains an impartial attitude towards firms and individuals and, in no event, does it issue endorsements or approvals. Functioning independently, it is not controlled by any trade group or other business organization. The bureau never gives legal advice, perform legal services, nor suggests ways out of contracts legally arrived at. Its responses are factual and its representatives are forbidden from expressing opinions on controversial questions or engaging in partisan trade disputes. While business everywhere is under such concerted attack, the Bureau maintains an important prospective by reassuring consumers of the values of reputable business and maintaining a climate of confidence in such a business. The Bureau's services are more important than ever since the taxpayer receives a vital everyday need at no cost to him. The bureau is one of the few agencies serving the public that is not seeking the consumers highly covered tax dollars. It is an effective instrument for administering standards of advertising and selling of voluntary self-regulation and self-policing. It watches both member competitor. In addition, both the businessman and the consuming public receive a continuous flow of information designed to help save valuable dollars. This is done via bulletins, reports and early warning systems against fraud and deception. Of great concern to all is the potential legislative over-kill that could protect the consumer to death and deprive him of his precious right to choose, as well as damage, the competitive value of free enterprise. To encourage self-improvement, self-policing and to help business evaluate and assess its business practices, for both consumer and the sake of business. The Better Business Bureau of Greater Newark is located in Room 301, 671 Broad Street, Newark, New Jersey, Telephone number is 201-643-3025.

Meeting adjourned at 8:30p.m.

Respectfully submitted
Roland E. Stewart
Executive Director